



# OGAE International call for a new logo

Photo: Anders Putting  
EBU

Dear members of OGAE clubs across the continent and farther afield!

It is time for a challenge! Even though we like our logo, we feel that it no longer meets the standards of the modern era. This is why we would like to cordially invite those of you who are graphically gifted to propose a new logo for OGAE International. We are looking for a logo that communicates our passion for the Eurovision Song Contest (ESC) as well as our status as a professional partner of the European Broadcasting Union (EBU) representing the interests of ESC fans without using or borrowing from any of ESC's or EBU's graphic identity. The logo can, but does not need to contain the letters "OGAE". We want you to be creative!

## What are we looking for?

We are looking for logo proposals (each individual can submit more than one proposal) as well as an accompanying graphic identity (accompanying font(s), applications of the logo to headed paper, banners, etc.). The logo should work well in black and white as well as colour, but should not contain too many different colours. It should also work well with various backgrounds (both black-and-white and colour, light and dark etc.). The logo also should not be overly complex – the simpler the better, so that it still works even if very small in size.

## How will the selection process look like?

The Bureau of OGAE International will scrutinize all the proposals and pick 3-5 that we find most promising. After that, national OGAE clubs will decide on the final winner by allocating 12, 10 and 8 points to their favourites in true Eurovision style. This will allow everyone who is interested to have his or her say in our future logo! The winner will be asked to sign a document and transfer all rights to the logo to OGAE International.

## What is the deadline?

Send your proposals by **July 14, 2017** to [michal.smrek@gmail.com](mailto:michal.smrek@gmail.com). Kindly refer to Michal if you have any further questions!

## What is the Prize?

In addition to the fame of creating a new logo for OGAE International, the winner will have the honour of being first in the line for two OGAE ticket packages to ESC 2018, subject to availability through OGAE network. Note that both the winner and the accompanying person of his/her choice must be members of a national OGAE club if they wish to purchase the packages.

Looking forward to receiving your proposals!

Bureau of OGAE International

## What is OGAE International?

We are an umbrella organisation that gathers together national OGAE clubs for the purposes of closer inter-club collaboration. Its activities include but are not limited to facilitation of OGAE contests, securing of fan ticket packages for ESC and cooperation with the European Broadcasting Union on a wide array of issues that concern the interests of ESC fans. We are also in charge of issuing OGAE membership cards, manning the OGAE fan desk and assisting ESC fans as well as organisers at ESC.